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<http://ag.ca.gov/charities/>

## COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

### 2002 ANNUAL FINANCIAL REPORT (California Government Code Section 12589)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser: <b>The Heritage Company, Inc.</b> <b>2402 Wildwood Avenue, Suite 500</b> <b>Sherwood, AR 72120</b>	Name and Address of Charitable Organization: CT No. <u>160686</u> F.E.I.N. No. <u>95-4538450</u> <b>Special Olympics Southern California</b> Name of Charity <b>6071 Bristol Parkway, Suite 100</b> Address of Charity <b>Culver City, CA 90230-6601</b> City, State, and ZIP Code of Charity
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Figures from (check one): National Campaign ☐ California Campaign ☒  
**Telemarketing** held (on) (from) 1/1/02, 20   to 12/31/02, 20    
(Type of Activity) (Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one) Fee ☐ Percentage ☐  
If other, provide brief explanation Other ☐

#### 1. REVENUE

- |   |       |     |
|---|-------|-----|
| A. Cash contributions                       | _____ | A.  |
| B. Entertainment sales or admission charges | _____ | B.  |
| C. Sales from products                      | _____ | C.  |
| D. Advertisement sales                      | _____ | D.  |
| E. Membership fees                          | _____ | E.  |
| F. Other sources: (Specify)                 | _____ | Fa. |
| a. _____                                    | _____ | Fb. |
| b. _____                                    | _____ | Fc. |
| c. _____                                    | _____ | Fd. |
| d. _____                                    | _____ |     |

G. TOTAL REVENUE

\$447,431.19 G.

#### 2. EXPENSES

- |                                      |                   |     |
|--------------------------------------|-------------------|-----|
| A. Fees or commissions               | _____             | A.  |
| B. Salaries                          | <u>113,918.00</u> | B.  |
| C. Payroll taxes                     | _____             | C.  |
| D. Employee benefits                 | _____             | D.  |
| E. Cost of merchandise for resale    | _____             | E.  |
| F. Cost of entertainment             | _____             | F.  |
| G. Postage                           | <u>6,180.00</u>   | G.  |
| H. Advertising                       | <u>7,210.00</u>   | H.  |
| I. Telephone                         | <u>84,563.00</u>  | I.  |
| J. Rental of equipment               | _____             | J.  |
| K. Facilities charge                 | <u>32,548.00</u>  | K.  |
| L. Permits                           | <u>5,768.00</u>   | L.  |
| M. Other expenses: (Specify)         | _____             | Ma. |
| a. <u>Supplies</u>                   | <u>3,502.00</u>   | Mb. |
| b. <u>Accounting/data processing</u> | <u>40,582.00</u>  | Mc. |
| c. <u>List preparation</u>           | <u>3,193.00</u>   | Md. |
| d. <u>Promotional Fees</u>           | <u>15,347.00</u>  |     |

N. TOTAL EXPENSES

\$312,811.00 N.

400446

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APR 02 2003

Attorney General's  
Registry of Charitable Trusts

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**2002 ANNUAL FINANCIAL REPORT**  
 (California Government Code Section 12599)  
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3. Amount to Charity (subtract line 2N from line 1G) \$179,986.59 3.
4. Less additional fund-raising expenses paid by charity (to be completed by charity) 0 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) 0 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) \$179,986.59 6.
7. (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?  
☐ Yes ☐ No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

(b) For each affiliation identified in 7 (a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature of authorized officer (Commercial Fund-raiser) Glenda Keenihan Printed Name Secretary/Treasurer Title 3/6/03 Date

This report must be signed by \_\_\_\_\_ organization for verifying the distribution.

X Janet Schulman CEO 3/7/03  
 Printed Name Title Date

Kathy Walsh CFO 3/7/03  
 Printed Name Title Date

Signature of officer/director (Charity)

# CAMPAIGN FINANCIAL REPORT

THE HERITAGE COMPANY

(Name of Professional Solicitor)

(Registration Number)

**SPECIAL OLYMPICS - SOUTHERN CALIFORNIA (Business)**

(Name of Charitable Organization or Sponsor)

For the period beginning 01/01/02 through 12/31/02

GROSS REVENUE	447,431.19		
EXPENSES			
SALARIES, WAGES, COMMISSIONS	113,918.00		
PROMOTIONAL FEES	15,347.00		
POSTAGE	6,180.00		
TELEPHONE	84,563.00		
RENT	32,548.00		
SUPPLIES	3,502.00		
LICENSES, PERMITS	5,768.00		
ADVERTISING	7,210.00		
ACCOUNTING/DATA PROCESSING	40,582.00		
LIST PREPARATION	3,193.00		
OTHER:			
TOTAL EXPENSES	312,811.00	69.91%	
Net Proceeds	134,620.19	30.09%	
Amount Retained by Charitable Organization or Sponsor	179,986.59	40.23%	
Percentage of Funds Received by Charitable Organization or Sponsor	40.23%		
(Amount Retained by the Charitable Organization or Sponsor divided by Gross Revenue)			
Net Income/Loss (-) to THC	-45,366.40	-10.14%	
(pending ongoing collections & reconciliations)			

3/3/2003

400448